

For Immediate Release

September 5, 2017

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DENSO to Exhibit at International Motor Show (IAA) in Frankfurt

KARIYA (Japan) — [DENSO Corporation](#) today announced that it will exhibit at the 67th IAA (Internationale Automobil-Ausstellung) Motor Show in Frankfurt, Germany, from September 14-24, 2017.

DENSO is committed to developing technologies in three priority fields; namely, “DENSO Automated Driving,” “DENSO Efficient Driving,” and “DENSO Connected Driving,” as they are required to improve mobility in the future. These technology fields are collectively referred to as the “Core Technologies for Future Mobility.”

In a press conference at IAA, DENSO will explain its vision for technology in these core fields and new developments in Europe. DENSO will also exhibit a mock-up car equipped with products from various areas that have been developed by the company.

The mock-up car will show how DENSO products work beneath the surface in vehicles to improve safety and efficiency. DENSO will also introduce relevant products and technologies focusing on the three priority fields mentioned above. Videos will explain the values offered by DENSO in these three fields.

DENSO will also exhibit products manufactured in Europe in a booth at the event.

- Booth location: Hall 6 Ground floor, A10, Messe Frankfurt
- Press conference schedule:
 - Date and time:
Wednesday, Sept. 13, 2017, from 9:20 a.m.-9:45 a.m. (at DENSO’s booth)
 - Presenters (planned):
Sadahiro Usui, President and CEO, DENSO International Europe;
Kazuoki Matsugatani, Head of EU Engineering, DENSO International Europe



DENSO booth image



Mock-up car to be exhibited (conceptual image)

About DENSO in North America

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 30 consolidated companies and affiliates across the North American region. Of these, 28 are manufacturing facilities located in the United States, Canada and Mexico. In the United States alone, DENSO employs more than 17,000 people in Alabama, Arkansas, California, Iowa, Georgia, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee and Texas. DENSO's North American consolidated sales totaled US\$9.6 billion for the fiscal year ending March 31, 2017. For more information, go to www.denso.com/us-ca/en. Connect with DENSO on Facebook at www.facebook.com/DENSOinNorthAmerica.

DENSO Worldwide

DENSO Corp., headquartered in Kariya, Aichi prefecture, Japan has more than 200 subsidiaries and affiliates in 38 countries and regions (including Japan) and employs more than 150,000 people worldwide. Consolidated global sales for the fiscal year ending March 31, 2017, totaled US\$40.4 billion. Last fiscal year, DENSO spent 8.8 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.denso.com, or visit our media website at www.denso.com/global/en/news/media-center

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